Sponsorships

Applications are welcomed for the sponsorship of events that support community involvement and participation and/or deliver major charitable contributions; while, creating a vibrant atmosphere.

CRITERIA AND PROCESS

ROYAL NAVAL
WEDCO
DOCKYARD

West End Development Corporation

WEDCO, a body incorporated under the provisions of the West End Development Corporation Act 1982, was established to assist in the commercial and residential development of the West End. With over 220 acres of land spanning across five islands; in addition to, Bermuda's premier Cruise Ship Port and a heavy line up of well-established commercial businesses across a range of industries, inclusive of retail, semi-industrial, hospitality and service, WEDCO continues to develop the land it has been entrusted with, keeping sustainability and future growth in mind, while creating a plethora of investment opportunities for local and overseas developers, entrepreneurs and/or venture capitalists. As the Royal Naval Dockyard continues its transformation into Bermuda's new commercial hub, WEDCO continues to reshape the entire West End, creating a vibrant "live, work, play" community.

Royal Naval Dockyard

Built by Royal decree to defend British superiority on the seas, the Royal Naval Dockyard is today a resplendent place of discovery. Within the walls of this nineteenth century fortress, now exists an invitation for adventure: attractions, water sports, dining, shopping, events and more. By daylight or moonlight, there is so much to discover.

As Bermuda's commercial cruise ship hub and largest, most visited on-island attraction, the Royal Naval Dockyard provides critical mass in excess of 10,000 people per day in the summer season; in addition to, panoramic views of the ocean, fast ferry links to Bermuda's capital city of Hamilton, with its eclectic mix of retail and international business, and the old town of St. George, Bermuda's former capital and UNESCO World Heritage site.

Sponsorships

Only 'In Kind' sponsorships will be considered.
No cash sponsorship requests will be considered.
Past sponsorship does not indicate future sponsorship.

Types of 'In Kind' Sponsorships that may be awarded

- Charity Venue Rental Fee Rate
- Free of Charge Venue, inclusive of electricity and water access

Sponsorships do not include the following

- Fees associated with personnel (i.e. electrician, custodian, etc.)
- Fees associated with event security
- Fees associated with any facilities related matters or requests (i.e. waste management, clean up, etc.)
- Fees associated with equipment rentals (i.e. port-o-loo, hi-lift, etc.)
- Any other fees beyond the cost of the venue itself

Criteria & Requirements for Consideration

In order for the proposed event to be considered for sponsorship, the event must be held on WEDCO property and must meet two or more of the following:

- Event is free to the public to attend
- Event is a major fund raiser for a Bermuda registered charity, a local church or a local school
- Event is designed and executed to attract international interest and visitors to both Bermuda and the Royal Naval Dockyard

Sponsorship Application Requirements

Sponsorship Applications must include the following:

- Completed sponsorship application form
- Event layout, schedule and/or visual mock ups, if available

Application Process

Sponsorship applications are subject to the following process:

1. Review the **Sponsorship Criteria and Process** document
2. Fill out and submit the **Sponsorship Application**
3. Applicants will be contacted via email with application status
4. The sponsorship agreement is reviewed and signed by both parties

All sponsorship applications must be submitted no later than six weeks before the event. Any applications received less than six weeks before the event will not be considered.

Please note each individual application for sponsorship will be assessed and considered on its own merit. An application for sponsorship must be submitted for each event even if the event occurs annually.

No application shall be deemed successful unless and until the applicant and WEDCO have entered into a written sponsorship agreement. No comment by any employee of WEDCO or any other circumstance affects this position.

Requirements of the Successful Applicant

Successful applications will be required to provide the following:

- Event/Organizer must provide the opportunity to Dockyard businesses to participate in the event free of charge where possible (restaurants, retail vendors, experiences, etc.)
- Event/Organiser social media promotion of the WEDCO/Royal Naval Dockyard brand
- WEDCO and/or Royal Naval Dockyard mention in event media coverage as a sponsor, inclusive of press releases and newsletters
- WEDCO/Royal Naval Dockyard branded promotional items present at the event or placed in event participation/gift bags (feather banners, promo items, pop-up banners, etc.)
- Event photos and video footage are to be emailed to marketing@wedco.bm within three days of event completion for WEDCO usage as online content
- WEDCO will be permitted to have their own videographer, photographer and/or social media contributor to be present to gather footage and content.

WEDCO has final approval of any promotional or advertising item that refers to WEDCO and the Royal Naval Dockyard, the successful sponsorship and use of its image(s). Use of its image(s) for projects, events or organisations that are not part of the sponsorship is not permitted unless approval is given.

For enquiries or more information, contact:

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DOCKYARD, BERMUDA

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